

ABSTRACT OF THE DISCLOSURE

In a printing apparatus which prints using a printhead, a printing controller for feedback-controlling driving of the printing apparatus includes a control information generation unit which generates control information for controlling driving of a motor on the basis of the first driving pattern, a comparison unit which compares the control information and a threshold for determining an overload on driving of the motor, and a setting unit which sets the second driving pattern for changing a load on driving of the motor by the control information, instead of the first driving pattern on the basis of the comparison result of the comparison unit. Control of the motor is switched in accordance with the load state.